

**CRAFT MARKETING PROGRAM: LONG-RANGE PLAN 2000 - 2003**  
**Revised Draft – August 2001**

**MISSION:** The Kentucky Craft Marketing Program's mission is to develop the state's craft industry, support, educate, and empower Kentucky artisans and craftspeople, create an economically viable environment for craft entrepreneurs, preserve the state's craft traditions, stimulate and support product development, and generate public awareness, public support and public/private partnerships.

***GOAL #1: PUBLIC APPRECIATION AND SUPPORT OF KENTUCKY CRAFT***

**OBJECTIVE 1.1: Enhance the impact of Kentucky Crafted: The Market in both quantitative and qualitative measures**

**STRATEGY # 1**

Increase public attendance at The Market

**STRATEGY # 2**

Diversify & expand number of exhibitors

**STRATEGY # 3**

Diversify & expand cultural stage

**STRATEGY # 4**

Expand sponsorships or donations

**OBJECTIVE 1.2: Increase sales at CMP marketing events other than The Market**

**STRATEGY # 1**

Cross-market events

**OBJECTIVE 1.3: Increase the Public's Understanding and Appreciation of Crafts as a Vocation and the Perceived Market Value for Kentucky Craft**

**STRATEGY # 1**

Partner to support development of school curriculum and programs

**STRATEGY # 2**

Work to involve CMP juried participants in KAC arts in education programs

**STRATEGY # 3**

Increase perceived value

**GOAL #2: STRONG AND DIVERSE MARKETS FOR KENTUCKY CRAFT**

**OBJECTIVE 2.1: Expanded Use of Technology as a Marketing Tool for Juried Craftspeople**

**STRATEGY # 1**

Incorporate and expand the CMP web site

**STRATEGY # 2**

Provide training opportunities and resources for craftspeople

**STRATEGY # 3**

Increase access to CMP and CMP's website

**OBJECTIVE 2.2: Develop Programs to attract Regional Audience for Kentucky Crafted the Market**

**STRATEGY #1**

Host exhibitors from out of state organizations

**STRATEGY # 2**

Increase percentage of juried participants participating in the Market

**STRATEGY # 3**

Continue to create thematic promotions to bring in additional exhibitors

**OBJECTIVE 2.3: Enhance Buyer Attendance at Kentucky Crafted: The Market**

**STRATEGY # 1**

Target buyers on current database

**STRATEGY # 2**

Build on existing partnerships to expand mailing lists and buyer resources  
Expand mailing lists and buyer resources

**STRATEGY # 3**

Develop market follow-up correspondence

**STRATEGY # 4**

Provide more buyer oriented services

**OBJECTIVE 2.4: Improve Presence at National Trade Shows**

**STRATEGY # 1**

Investigate increasing national visibility with buyers

**OBJECTIVE 2.5: Increase Markets for Crafts in Kentucky through the Product Development Initiative**

**STRATEGY # 1**

Implement Product Development Plan

***GOAL #3: KENTUCKY CRAFTSPEOPLE LIVE AND WORK IN A SUPPORTIVE ENVIRONMENT***

**OBJECTIVE 3.1: Increase participation in the CMP by juried participants**

**STRATEGY # 1**

Educate Juried Participants to opportunities available

**STRATEGY # 2**

Establish regular communication with juried participants and elicit input about their needs and prioritized priorities

**STRATEGY # 3**

Create activities/interactions that stimulate a sense of community among juried participants

**STRATEGY # 4**

Feature artists/craftspeople in media opportunities

**OBJECTIVE 3.2: IMPROVE quality and marketability of product**

**STRATEGY # 1**

Product development workshops

**STRATEGY # 2**

Integrate with Product Development issues

**STRATEGY # 3**

Increase & diversify participation at Workshop Weekend

**OBJECTIVE 3.3: Support CODA's efforts to expand on the results of their survey**

**STRATEGY # 1**

Disseminate CODA results

**OBJECTIVE 3.4: Continue to explore ways to support Crafts Co-ops in organizational management**

**STRATEGY # 1**

Foster independence among Co-Ops

**OBJECTIVE 3.5: Research and update resources for craftspeople and retailers**

**STRATEGY # 1**

Research and pursue insurance options for craftspeople

**STRATEGY # 2**

Research and pursue legal support options for craftspeople

**STRATEGY #3**

Research and pursue SIC Code for craftspeople

**STRATEGY #4**

Integrate updated resources in printed materials and on web site

**OBJECTIVE 3.6: Increase recognition opportunities for craftspeople**

**STRATEGY # 1**

Cash award for Rude Osolnik Award

**STRATEGY # 2**

Offer an award for best new product

**STRATEGY # 3**

Inform and encourage participation by crafts people in awards and recognition programs

**STRATEGY # 4**

Develop public relations in communities highlighting craftspeople so they're recognized locally

**STRATEGY # 5**

Develop an honorary membership category for juried participation targeted toward renowned craftspeople recognized in other CMP/KAC programs (i.e. Rude Osolnik Award winners, Fellowship artists, etc.)

***GOAL #4: KENTUCKY CRAFT MARKETING IS AN INTEGRAL COMPONENT OF CULTURAL HERITAGE TOURISM AND ECONOMIC DEVELOPMENT*****OBJECTIVE 4.1: Support Participation of Craftspeople in Statewide Initiatives****STRATEGY # 1**

Establish a more involved and aware relationship between and greater awareness among CMP staff and about the two projects/initiatives

**STRATEGY # 2**

Communicate information about targeted CMP activities to groups

**STRATEGY # 3**

Begin to develop a plan to involve craft schools' graduates into CMP programs (KSC, SECC)

**STRATEGY # 4**

Increase quality of current active craftspeople in Knott County area Support & educate craftspeople in development of quality products

**STRATEGY # 5**

Share CMP expertise in the development/implementation of programming for statewide initiatives

**STRATEGY # 6**

Secure support for product development plan by Gateway Artisans Center

**OBJECTIVE 4.2: Support the Kentucky Cultural Heritage Strategic Plan****STRATEGY#1**

\*See KAC Goal 4/ Objective 4.1/ Strategy 2 (pg 23-24)

**OBJECTIVE 4.3: Build a relationship with Economic Development Cabinet to support the Product Development Plan****STRATEGY # 1**

Establish Develop contacts within Economic Development Cabinet via International Marketing office

**STRATEGY # 2**

Re-establish link with Tactics TACTIC 5.3.4

**STRATEGY # 3**

Support the development of new Economic Development strategic plan

**OBJECTIVE 4.4: Investigate and qualify long-term benefits of expanded/international marketing**

**STRATEGY # 1**

Evaluate success of Ideal Home Show Project and Germany sister cities projects.

**STRATEGY # 2**

Research other craft-related international marketing opportunities

***GOAL #5: EFFICIENT INFORMATION AND ADMINISTRATIVE SYSTEMS MAXIMIZE THE EFFECTIVENESS OF THE CRAFT MARKETING PROGRAM***

**OBJECTIVE 5.1: Streamline staff effectiveness**

**STRATEGY # 1**

Integrate new staff positions into overall organization

**STRATEGY # 2**

Provide opportunity for professional development

**OBJECTIVE 5.2: Streamline internal communications**

**STRATEGY # 1**

Improve info routing through front desk

**STRATEGY # 2**

Improve staff technical skills in cooperation with new tech person

**STRATEGY # 3**

Inform staff on roles/responsibilities of KAC/CMP/Folklife/Circuit Riders

**STRATEGY # 4**

Provide systematic orientation for new employees

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**OBJECTIVE 5.3: Streamline Budget Process****STRATEGY # 1**

Establish tracking methods and reports